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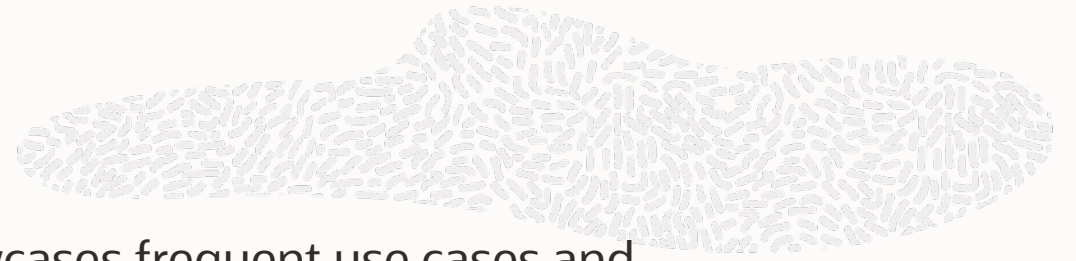
CX Product Adoption Kit

Eloqua

—
Oracle Customer Success
May 2023



Context, Scope



Solutions and Recommendations: This Product Kit showcases frequent use cases and main challenges an Eloqua user might have in terms of marketing automation approach, along with top recommendations

Resources: The kit presents Eloqua resources, to stimulate platform knowledge and enhance adoption

Overall benefits

- Improves client experience and satisfaction, increases platform adoption
- Users find relevant solutions and strategies for various marketing automation challenges
- Better ROI through increased productivity due to the usage of specific features



Typical Challenges Observed

- Poor marketing metrics
- Dirty database
- Lack of knowledge regarding resources
- Weak segmentation and personalization criteria



Email Deliverability

Category	Factor	Recommendation
Inbox Placement	Infrastructure	Authentication: SPF, DKIM, DMARC; do you have all this implemented for your emails?
	Sending volumes	Are you consistent in your volumes and frequency?
	Content	Are you paying attention to the wording, image – text balance?
	Bounces & Spam traps	Do you regularly clean your data?
	Complaints	Are your spam complaints low?
	Engagement	Do you personalize your communication to your audience considering their digital behavior?
	Reputation	When was the last time you checked your <u>IP and domain reputation</u> ?

Learn More:

To investigate deliverability issues you can always open a ticket to [My Oracle Support](#), to the attention of the Deliverability Team

Watch [this course](#) at Eloqua University

Webinar: [Deliverability & Using Deliverability Plus as an Advantage](#)



Marketing Metrics

Category	Finding	Recommendation
Metric	Low Unique Open Rate	<p>Have a good sender recognition Create an engaging subject line, use Subject Line Optimization (SLO) Use Send Time Optimization (STO) Use a clear Call To Action (CTA) Avoid spam filters Segment and personalize Use the preview text effectively</p> <p><i>Details here</i></p>
Metric	Low Unique Click-through Rate Low Click to Open Rate	<p>Segment and Personalize Create mobile-friendly content Improve email content Create a Call to Action Build customer trust Use STO</p> <p><i>Details here</i></p>



Marketing Metrics

Category	Finding	Recommendation
Metric	High Bounce Rate	<p>Maintain a clean database Update database Use a combination of Single and double opt-ins Utilize contact digital behaviors to determine communication cadence and content Maintain a good sender reputation Ensure your emails are spam free Segment your list Refrain from purchasing email list</p> <p><i>Details here</i></p>
Metric	High Unsubscribe Rate	<p>Personalize communication; use dynamic content Use a combination of single and double opt-ins Establish an email preference center Revise your “Unsubscribe” copy Offer a different communication method Segment your list by interest Use exit surveys Offer customized email frequency and content</p> <p><i>Details here</i></p>

Contacts, Engagement

Category	Finding	Recommendation
New contacts/ Engagement	New contacts frequently added in the database	Use a welcome mechanism for new contacts to show interest and to engage them
Contacts/ Engagement Database	Non-reachable contacts	Revise database quality, make sure info is accurate, fresh and reliable and email addresses do not contain errors
Communication Engagement	Communication fatigue	Analyze how many touchpoints you have with the customer and decide the right frequency and cadence to avoid oversaturation Use Fatigue Analysis from Eloqua Advanced Intelligence (AI) pack
Engagement	Low email engagement/ low response rate	Re-think communication model, frequency and volume, channels Try using Eloqua SMS

Data

Category	Finding	Recommendation
Data	Dirty contact data, fields contain errors	Use contact washing machine app to trim, concatenate, adjust case (propercase or lowercase), and perform lookups
Inactive Contacts Re-Engagement Campaigns	Inactive contacts/ Number of total active contacts is low whereas number of total reachable contacts is high	<p>Run re-engagement campaign for total reachable contacts</p> <ul style="list-style-type: none">• Build a three step/touch engagement program that attempts to derive activity.• Eloqua gives you best practice templates which are good place to start with your first re-engagement program.<ul style="list-style-type: none">• Start with creating a segment of inactive contacts• Send first email to “Grab attention” of users• For those who opened and clicked your email , send to a nurture program.• For non-openers, wait 2 weeks, send email that “Provides Value”• Further two weeks later send email 3 that “Creates sense of urgency” and this is users’ turn to decide whether to stay inactive or not• If the still don’t engage you can decide whether to keep those contacts or delete from the database



Campaigns

Category	Finding	Recommendation
Orchestration	Company wants to have a complete orchestration	Use: <ul style="list-style-type: none">• Welcome campaigns• Nurture campaigns,• Re-engagement campaigns• Remarketing campaigns• Webinar campaigns, webinar apps
Campaign	Multiple different types of nurturing campaigns	For any nurture campaign (or campaign in general) must know: What are the goals? Who is the target audience –what’s their motivation? What stage are they in? What do they want to know? How are they making decisions?
Campaign	Multi-Step campaigns are not being used at their best	Use: <ul style="list-style-type: none">• Nurture Campaigns• Re-engagement campaigns• Multi channel campaigns• Multi-step event campaigns



Campaigns

Category	Finding	Recommendation
Campaign	Nurture campaigns are not used	<p>Create Nurture Campaigns</p> <ul style="list-style-type: none">• Create different journeys based on user preference and behavior e.g., include steps to evaluate different actions performed by the user before moving the user down a certain path• Consider sending different content pieces in each nurture step. <p>E.g.:</p> <ul style="list-style-type: none">- in first step you may just send an email about a blog post- second can be an invitation to a webinar/event- third can be a whitepaper download with a CTA asking them if they will be interested in setting up a meeting with a Sales representative <ul style="list-style-type: none">• Ensure users are never at an “end” of a campaign flow (unless desired). Always send to appropriate campaign next, as:<ul style="list-style-type: none">- Monthly newsletter- Re-engagement campaign- Cross-sell campaign



Customer and Account Profile, Forms

Category	Finding	Recommendation
Forms	Low form conversion rate	Revise form content and length. Do you ask sensitive data? Is your form too long? Use progressing profiling to avoid long forms and to collect customer data step by step.
Communication	Too much time spent on recreating emails which are frequently used throughout the sales process	Use Engage module (add-on from Sales tools). Sales and marketing alignment is required.
Profile	Difficult to see all customer data in one place	Use Profiler module (add-on from Sales tools), to capture information (firmographic) about a potential client, their activity, lead score etc. Sales and marketing alignment is required.
Profile	Want to have an account overview and evaluation	Use Account Intelligence module from AI pack

Segmentation

Category	Finding	Recommendation
Web/ Page Tags/ Segmentation	High number of website visitors; Company needs to segment visitors	<p>Implement page tags and run engagement campaigns.</p> <p>A page tag is a tool that allows you to mark or categorize a page or groups of pages on your website. Page tags allow you to identify, with greater ease and in more business-relevant terms, what your website visitors are accessing. You can then use the information as a more intuitive way to segment, build lead score models, and report on web page performance.</p> <ul style="list-style-type: none">• Use Page Tags and Page Tag Groups to organize content by importance<ul style="list-style-type: none">• High value web content• Medium value web content• Low value web content• Groups may be based on engagement stages, products, brands, content type
Segmentation/ Personalization	Lack of personalization in communication	<p>Database segmentation</p> <p>Use field merges, targeted and dynamic content</p> <p>Use lead scoring (LS) models</p> <p>Create multiple lead scoring models</p> <p>Evaluate LS models (criteria, weights) to decide relevancy</p> <p>Use Send Time Optimization, Subject Line Optimization</p>

Segmentation, Personalization

Category	Finding	Recommendation
Segmentation	Company wants to have advanced targeting and segmentation	Utilize both digital body language attributes and data to drive more advanced segmentation Start combining behavioral attributes with profile attributes Use Merge, intersect and trim feature to create niche segments Use updated shared lists for segments of follow-up campaigns
Targeting	Company wants to perform a better targeting	Use digital body language in segmentation Establish a preference center



Segmentation, Lead Scoring

Category	Finding	Recommendation
Lead scoring	Difficulty to generate leads	Use lead scoring module Marketing and sales alignment is required to decide criteria, weights and revise lead scoring when needed
Lead Scoring	Company wants to prevent churn by using lead scoring	Create a dynamic customer journey Trigger reactivation messages, on preferred channels, when contacts drop Create tailored promotions to the customer profile and stage Remove inactive contacts
Lead Scoring	Company wants to use lead scoring to increase profit	Trigger reward messages when contacts become top customers Send promotional, up-sell, cross-sell messages, to encourage customers to spend more
Customer Lifetime Value (CLV) Segmentation	Weak understanding of Customer Lifetime Value and how clients should be prioritized	Segment customers based on criteria as revenue and tenure and create categories as High/ Medium/ Low



Testing, Standardization

Category	Finding	Recommendation
Testing and Optimization	Company wants to test best email version before reaching customers	Use A/B testing and MvT testing
Templates/ Standardization	Company wants to benefit from templates and standardized content	Use campaign templates Use email content block

Eloqua Resources - Generic



- [Eloqua General Presentation](#)
 - [Help Center, Help Center for Developers](#)
 - [Topliners – Eloqua Community](#)
 - [Eloqua Release Center](#)
 - [Eloqua Advance Intelligence \(AI\)](#)

 - [How to...](#) - Tips and Tricks on Eloqua
 - [System status](#)
 - [Integrations](#)
- Training from Oracle University
 - [All Eloqua Trainings](#)
 - [Eloqua Explorer](#)
 - [Eloqua Essentials Expert 2023](#)



Eloqua Resources – Hot Topics



- [Feature Kits:](#)
 - ❖ [Auto-Open](#)
 - ❖ [Lead Scoring](#)
 - ❖ [Multi-Step Campaign](#)
- [Impacts of Apple Mail Privacy Protection changes on Eloqua](#)



More info on Apple Mail Privacy Protection



Blogposts from Oracle

- [14 ways email marketers should adapt to Apple's Mail Privacy Protection](#)
- [Which Subscribers are affected \(No good news here \)](#)

Annex 1

Best Practices to Improve Metrics



Unique Open Rate

Best Practices to increase the opens



Have a good Sender Recognition

Getting your subscribers to recognize and trust you as an email sender is a first step in getting your campaigns opened. Consistently using a from-address and sender name will also allow you to build up recognition and an ongoing level of trust.



Create an engaging subject line

A general rule of thumb is to keep it short and interesting. Run A/B tests to zero on the subject line which leaps the best results. Include personalization elements to further



Send Time Optimization

Send Time Optimization will allow you to send emails at the optimal time for each contact and help engage more effectively with contacts, gaining their attention when they are historically most attentive to their emails and result in more opens. Plan your email sends with a gap of 2-3 days at minimum to avoid contact saturation.



Clear Call to action

It's never a bad idea to try a call to action in your email subject line. While many opt-out due to limited character space, call to actions may improve open rates



Avoid spam filters

To stay out of spam filters, obviously avoid sending emails that look like spam. For example, those that include a subject line in all caps or the words "sale," "free," "rich" or "deal." Make sure your email doesn't read like a brochure, and limit the number of links you include to keep your messages safe.



Segment and Personalize

Precision marketing allows you to profile your audience according to various characteristics and then target content which is more relevant to them. Techniques like Dynamic Content can do this automatically but even a relatively simple segmentation of audience and content will improve relevance and have a dramatic effect on performance.



Use the Preview Text Effectively

Preview text gives a snapshot of your email and is often pulled from the content. It's a good place to include a second subject line, summarize the email and add a call to action. Sometimes this makes people open your email and head straight for the link or button you want them to click.

Unique Click-through and CTO Rate

Best Practices to increase Clicks



Segment and Personalize

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Create mobile-friendly content (Responsive Content)

Many of your audience will be reading your email on a mobile or a tablet so make it quick and easy for your readers to find and digest the key points of your message



Improve Email Content

Once subscribers open your email, the content is what'll keep them reading and lead them to click your links. Start By Setting a Clear Goal With Each Email. Be cognizant of how much information you include and include fewer CTAs. Use strong visuals. Since human beings respond to visual stimuli, emails with images generally have a higher click rate. Animated GIFs, video thumbnails and videos can also get and keep readers' attention.



Nail the CTA

A call to action that is easy to find, easy to understand and easy to click will increase the likelihood that this action will be taken. Dedicated HTML call to action buttons work best as they are always displayed even when images are not. Use Buttons for Primary CTAs and text Links for Secondary CTAs. Make them easy to find and include a concise and irresistible instruction to act.



Build Trust

Look after your sender score which affects email filtering. Your sender reputation also relies on user interaction. Once the email is in the inbox, there are other trust factors to be aware of, like: Using a real email address that's a person's name rather than a generic or "no-reply" one. Remove unengaged users from the send to improve your sender reputation.







Send Time Optimization





Send Time Optimization will allow you to send emails at the optimal time for each contact and help engage more effectively with contacts, gaining their attention when they are historically most attentive to their emails and result in more clicks. Plan your email sends with a gap of 2-3 days at minimum to avoid contact saturation.

Bounce rate

Best Practices to reduce bounce rate



-  **Maintain a Clean Database**
Have a robust process to collect, build and maintain a high quality of data. Clean up your list of contacts regularly, if your list is old (more than 6 months since you sent to it) then it's highly likely that many of the addresses have gone stale, been closed or are otherwise inactive and will cause you to see a lot of No Mailbox bounces.
-  **Establish updated data-base**
Integrate any data related applications, like a CRM system, to ensure that your data is as up to date and as strong as possible
-  **Use a combination of Single and Double Opt-ins**
A good rule of thumb is this: If you're offering a content upgrade, use a single opt-in. If you're collecting emails elsewhere (such as your homepage), use a double opt-in (especially if you're sending them to a thank you page).
-  **Utilize contact digital behaviors to determine communication cadence and content**
Evaluating contact's digital behavior is crucial for reducing bounce rates since it provides insights about contact's activities and engagements.

-  **Maintain a good Sender Reputation**
Sender reputation is arguably now the most important factor in whether or not your emails are delivered. A history of positive interaction such as opening, clicking links and forwarding will act in your favor
-  **Ensure your emails are spam free**
Check your HTML code quality and items like ALT-text for images. You can use tools like mail-tester.com to help you stay on track or understand what changes to format, wording, links or content will make sure your emails aren't treated as spam
-  **Segment Your List**
Segmenting your list means that subscribers only get information they want and need. As a result, they're less likely to blacklist your email or send you straight to Spam
-  **Refrain from purchasing Email list**
Buying contact list increases the bounce rates. Also, email ids from these lists are not accurate and upsurges the chances of spamming, which eventually leads to blacklist the organization



Unsubscribe Rate

Best Practices to manage unsubscribes



Personalization is a key

Personalized emails including useful, relevant, and concise content show significantly lower unsubscribe rate.



Use a combination of Single and Double Opt-ins

A good rule of thumb is this: If you're offering a content upgrade, use a single opt in. If you're collecting emails elsewhere (such as your homepage), use a double opt in (especially if you're sending them to a thank you page).



Establish an Email Preference Center

Setting up Email Preference Center prevents unsubscribes and offers alternatives to customers who are planning to unsubscribe from your communication. So, design your Email preference center to allow your customer to choose what type of content and frequency they want to receive from you.



Revise your "Unsubscribe" copy

Giving just a link to unsubscribe will eventually mean that you won't be able to send them any emails again. Revise your footer copy so readers have more choices when it comes to opting out for example, include links to which say "Manage subscriptions", "Change Email Frequency" etc.



Offer a different communication method

If an email recipient is ready to unsubscribe, they might love your content but suffer from inbox overload. Give them other options for communication, like SMS, RSS, your social media networks, your company blog, and all the other places you let your audience know about important company developments.



Segment your list by interest

Send targeted emails using segments. While sending targeted emails goes beyond the scope of this article, one of the best email marketing practices is to segment your subscribers immediately after joining your newsletter.



Use Exit surveys

Adding an exit survey to your unsubscribe page is very useful to identify the reason for unsubscribing and focus areas to improve & address customer's issues.

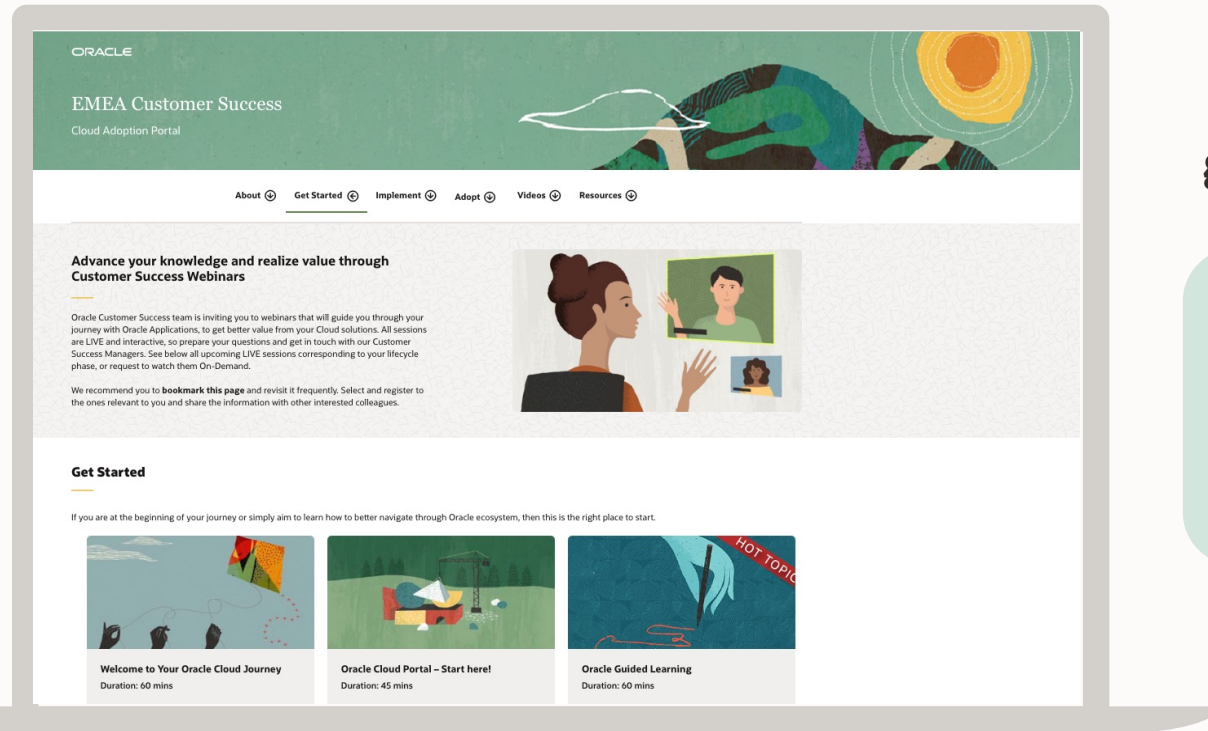


Offer customized Email Frequency and Content

Let email recipients tell you the right frequency for them so you don't end up bombarding their inbox. However, not all of your subscribers will tell you how often they like to be emailed by your company, so be proactive and perform email frequency tests to determine the optimal frequency.



Customer Success – Digital Services Portal



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Bookmark it & revisit frequently to find:

- all upcoming webinars available
- other valuable resources.



Thank you

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